

**From:** Sten Sundblad  
**To:** Microsoft ATR  
**Date:** 1/24/02 5:37am  
**Subject:** Settle with Microsoft now

Microsoft is a young company, founded as late as in 1975. It's also a much smaller company than most people assume, employing no more than (I believe) about 30.000 people all over the world. While a number to be respected, it doesn't make Microsoft into anything like a giant.

Even though Microsoft is far from being a giant, the company has had an enormous impact on the lives of a very large part of the world population. Microsoft has indeed put computers running Microsoft software on almost everybody's desk, at home and in the office, at least in developed democracies. With products like Microsoft Office, the company has created a de-facto standard, thereby making it possible for people of all nationalities and all races to exchange electronic nicely formed information with each other without hassle. By aggressively supporting Internet standards such as HTML, HTTP, XML and the SOAP protocol, they're rapidly increasing the chance for people to connect over the Internet and exchange information at an even higher level. The cost for computers and for Microsoft software has been kept incredibly low. This must be an indisputable fact, because if it wasn't so, users would have selected other products or possibly even rejected the use of computers in their homes.

Now Microsoft is threatening companies like Oracle and Sun. They do so by going in on domains where these companies have before been able to work with very high prices and profit margins for "enterprise level" IT products. We can already see that companies start to run their business critical software on Microsoft Windows 2000 with Microsoft SQL Server rather than with Sun's operating systems and Oracle's databases. The reason is cost effectiveness. This means that companies are going to be able to reap the same kinds of benefits with Microsoft products that individuals have already done. Of course, this does not sit well with Microsoft's competitors, but it sits very well with consumers.

The situation for companies competing with Microsoft is now becoming even worse. The new .NET initiative promises a new and even more cost effective world of computing for consumers of the world, be they individuals or businesses. It's now in your power to work against consumers and for back-striding companies that can't keep up with the pace Microsoft is setting. If you select to support these back-striding companies by not settling with Microsoft in a reasonable way now, you won't only work against consumers but also against the majority of IT vendors that do not share the hostility towards Microsoft demonstrated again and again by Sun and Oracle now and Netscape before AOL bought the company.

To conclude, Microsoft is a threat to a very small number of IT vendors with high prices and high profit margins, but not to consumers. Please support the consumers of America and the rest of the free world by giving Microsoft the peace they need to innovate. The world needs that!

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